1. **Call to Order and request for new business**

The meeting was called to order at 8:30 AM by Chairman Ed Bowman. He welcomed everyone to the Hilton Oceanfront and thanked them for participating in the Board meeting.

Chairman Bowman reviewed the Conflict of Interest Policy and the Anti-Trust Policy of AGC prior to the beginning of the meeting.

Mr. Bowman spoke of the themes of each conference and this one is Member Engagement as our main topic. Mr. Bowman called for any new business and recognized Dick Moyers as this being his final Board Meeting as he is retiring as of almost 20 years. Also, in attendance is Rachel Reim who will be taking over Mr. Moyer’s territories in the Peninsula and Tidewater areas. Mr. Bowman asked for anyone who was NOT on the Board attending to say their name and where they were from (all are listed below).

**MOTION ADOPTED** to place the minutes of the last meeting on the Consent Agenda, approve the Consent Agenda and Minutes from last meeting approved 2nd and approved

2. **Roll Call**

The following individuals were in attendance constituting a quorum:

Fall AGCVA 2017 Board Meeting Cont’d

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<thead>
<tr>
<th>Board Members In Attendance</th>
<th>Board Members not in Attendance</th>
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<tr>
<td>Dick Abidin</td>
<td>Troy Henderson</td>
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<td>Kirk Adams</td>
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3. **Regular Agenda**

Membership Status: Chairman Bowman asked Jenny Stadheim to read our dropped and new members. Ms. Stadheim read all of our dropped members (8) and new members for approval. Total of new members is 21. A motion was made, 2nd and approved.

MOTION ADOPTED approving the new members as presented.

Financials: Gordon Dixon reports that we have an actual $1,341,820 with a projected total of $1,414,470.

He highlights that we are very well off financially on the revenue side. The dues restructuring has increased the revenue. The Sub dues increasing and the GC dues decreasing. We are going into the 2nd year of the 3 year restructuring phase.
Our investments are another highlight. We projected $15k and they are actually $73k.
- The convention budget was projected at $155k and is a bit more than anticipated at $162k
- Travel expense was kept low - $21k staff travel (expenses, hotel, etc.) was

We had a projected loss of ($44k) but are in fact expecting an increase a surplus of approximately $48k at the end of this year (Nov. 30).

Bill Franczek asked if there had been a study for the dropped members. Mr. Dixon said our drop rate by percentage has not changed much (10.8% in 2017, 9.9% in 2016, 11.4% in 2015, 10% in 2014) and we will continue to track the attrition rate.

Robert Lee reports we are cash positive on dues although we are behind on new members. The increase is attributed to the increase in dues. Proposing a budget of $1,522,000 for 2018. We will defer discussion to the Executive Session. He went over the hi-lights

- We have some dollars set for some Strategic Planning – plan to do some focus groups leading up to this and plan to have the Facilitator come to a board meeting when it is all complete.

- We are also planning a retirement plan for the Staff rather than the “volunteer” plan that was in place. These are the two major changes in the 2018 budget. They did allow for an increase in the convention and also being conservative when it comes to investing.

Approval will be sought in the Executive Session.

Dick Abidin asked to refer to the dues summary in 2017 – Dick says there is a place in her for $90k in dues write-offs.

Robert Lee asks for clarification from Kevin Branner – we are trying to look for a more accurate depiction of our dues. In the past we would show that all of our members had paid at the beginning of the year even though they had not. We asked accounting to show a more accurate picture of how the funds actually go in and come out of the account. It will take some time for this to be fixed. If this is compared to one of our older reports you would see a large number of dollars come in and then no activity. We really want to track it now
as to when it really comes in and when it is versus chasing the members to re-up.

**Legislative:** During the Summer Conference we voted on and approved the new AGCVA Legislative Policy. We will now be able to allow the association to better aid the VA Legislature on issues Some of those things issues:
- Mechanics Lien (looking to possibly partner with the Bankers Association)
- Statute of Limitations (partnering with ABC on this)
- Small Business

Mr. Dixon also spoke on the power of AGC of America on the Federal level and encourages all to take a look at what they are doing and what they can do to help you. Mr. Lee spoke of the AGC of America conference that they recently attended. He said Scott Pruitt, Director of the EPA spoke to them.

**State Meetings:** Mr. Bowman asked Mr. Lee to let us know what the meetings will be and where for the next year. Mr. Lee said that the
- The Annual Winter Convention will be at the Homestead Jan 18-21st with the Board Meeting being held on Thursday January 18th.
- The Spring Meeting will be Downtown Richmond Hotel TBA held on April 20 – 21 with the Board Meeting on the 21st.
- Summer Meeting will be at the Greenbrier on July 20 – 22 with the Board Meeting on July 21st.
- Fall Meeting will be held in Lynchburg TBA on October 5 – 6th with the Board Meeting being held on Oct 6th.
- The Annual 2019 Winter Convention will be at The Greenbrier on Jan 24-27, 2019.

The calendar invites will go out from Gordon as normal to get them on your calendars in enough time.

**AGC of America Annual Convention:** Mr. Bowman asked Dick Abidin to report on the 100th Anniversary. Mr. Abidin reports that the Convention will celebrate the 100th Anniversary of AGC of America in New Orleans, La on February 26-28, 2018. He said there is still time to sign up at a lesser rate if you act quickly. You can save $300 if you register by this Tuesday Oct 31, 2017.

**State Annual Winter Conference:** Mr. Dixon says the theme that Mr. Bowman selected was a STAR SPANGLED BASH. It is nothing more than celebrating being an American. Eddie Gupton is the Convention Planning Committee Chair this year. We have exceeded
our goal for sponsorship so far this year but if anyone still wants to sponsor we will gladly still accept.

The Conference registration brochure will be coming out in the next few weeks. Please note that REGISTRATION IS ONLINE this year also and the hotel reservation is ONLINE THIS YEAR TOO. If you have a special room arrangement or section of the hotel you prefer you need to register on line with AGCVA first, then make your hotel reservation online and then pick up the phone and call The Homestead and make your requests this way. Mr. Gupton asks that you please check EVERYTHING you want to attend on the registration form online this includes activities, banquet, etc. We are not able to make the table seat accommodations online yet.

Nominating Committee: Mike Cagle says that the committee will have the results for this at the next meeting at the Homestead. The deadline for submitting is Nov 1st. Mr. Cagle says that they will be meeting after the 1st of November via a conference call.

At-Large Representatives: Bruce Tibbetts reports that David Tolle and Anthony Smith, At Large representatives on the Board have agreed to stay on. They have done a great job for us so far.

AGC of America Board of Governor’s: Dick Abidin says they have not met since his last report at the Summer Conference.

Report on closeout of AGCVA Group Self-Insurance Association: Mr. Franczek reports that we thought we had the account wrapped up but another claim came out of the blue for $95.00. We asked our 3rd party Administrator “when is this going to end??” Their response: “couldn’t tell you!” Mr. Franczek is going to have his Workers Comp guys take a look and let us know the Statute of Limitations.

VA Best Program: Mr. Dixon said that our first GC has successfully gone through the process is finally ready to complete after coming through a few obstacles. We have 2 companies preparing themselves to go through the process next. We are looking to see if Subs can go through this in 2018.

Membership Engagement: Mr. Bowman asked that all that were present but not State Board members please identify themselves and their District:
Justin Ballard, Tidewater
Josh Haislip, Tidewater
Chris Shifflett, Piedmont
Bob Veith, Tidewater
Scott Rooney, Richmond
Ray Mack, Valley
Kevin Willis, Piedmont
Matt Frazer, Piedmont

Mr. Bowman spoke of Membership Engagement being vital to our organization.

AGCVA’s core focus areas are:
  Workforce Development
  Legislative Advocacy
  Professional Networking

He wants a Task Force be developed to work on how we best help the membership with these initiatives, this will help with our upcoming Strategic Planning.

Mr. Bowman open the discussion to the floor.

(Workforce) Bob Veith, Tidewater District, said that they have gotten involved with a WFD Initiative with other construction related organizations: ABC, Roofing Contractors, etc. They meet monthly at Tidewater Community College (TCC). TCC has spear headed this they are trying to incorporate the programs that they to the point that they will actually have the Professor go out to the Contractors site and perform the skills they need there. He said that Courtney Baker (staff Workforce) has been involved with all of their members and a great asset. He said that they have also gotten a couple Millennials on their Board.

(Young Leaders) Mr. Franczek commented that he agreed that the young guys on the Board have really brought a great energy to their group.

Mr. Veith also added that they have gone back to members that they have lost over the years and have re-engaged with them and about 40-50% have come back. Mr. Franczek says a lot of this is due to a relationship with a younger (Millennial) person.
Patrick Barbier commented that in Richmond the President of their YCL is a member of their Executive Committee. The new president for next year is a YCL but the old President is still on the committee.

Mr. Gupton said that Piedmont is doing the same with their YCL, their leader or President sits on their Executive Committee as well.

(Workforce) He commented that west of Richmond we hear very little about WFD. We need to “toot our own horn” more. We need to hear more about it and be more engaged with it. If we are having success in one area we need to broadcast it for others to try it.

Matt Frazer (Piedmont) spoke up and said that he has only done recruiting. He says we need to “go where the fish are.” We need to get into the high schools and capture the juniors and seniors that may not be going to a four year school and the trade schools in the state of Virginia or in the country have not been as present has they have been because of the economy. They are coming back slowly. The juniors and seniors really need to see the professionals in the industry not just getting dirty. We need to change the mentality of guidance counselors it is difficult but can be done in some areas – and parents as well.

Sharon Reinhart (Richmond) sits on the WFD committee with AGCVA and agrees definitely get in with the school counselors. Mr. Veith added, by going directly to the parents because if the parents are set on their kid going to college you won’t be able to get anywhere. The parents are vital. Mr. Lee said that that is part of our goal with the Building Virginia Partnership with ABC: we can provide a website where the information of description, average salary depending on what part of the state and also if there are trade schools where you can get assistance with this. It will also be a place where you can advertise jobs on this. All info in one spot.

Mr. Bowman asked the question “GC’s do you have a problem getting bodies in the door? Do GC’s need more specific training to help get people in the door? Mr. Abidin said he felt it isn’t just GC’s it is everyone. The YCL Academy classes started out to be very successful we had about 19 students in it and for the second set we had more like 6 or 7. We are looking to do specialty classes like the Superintendent classes and others.

Mr. Barbier, said that WM Jordan gets a lot of hires from their intern programs. If they come directly from college they still need some
specific training and his company doesn’t specifically have anything for this.

(Member training / classes) Mr. Abidin suggested we get Procore to come teach classes as a lot of members have bought their software. This would be good for them and us.

Superintendent training is something that would be beneficial to members.

Mike Cagle suggested that maybe Courtney Baker do a WFD update via e-mail just to let us all know what the different districts have going on with WFD. Mr. Gupton suggested maybe a type of Touchpoint.

(Minority Outreach) Ms. Reinhart said we need to reach out to woman owned and minority owned and or small companies. She hears that they need a lot of help with Estimators. A lot of times they can’t bid on bids because they do not have the Estimators in house to do the bid. This grouping of companies needs training in this.

(Marketing) Herschel Keller asked how we advertise our training classes. (Recognized that he was off topic but felt it was important). He met a former member (a woman owned Subcontractor company) he asked her why she didn’t re-join. When he spoke with her about some of the things she needed he suggested that she come back to AGCVA. She said that she was tired of going to events and being approached by car salesman, insurance, etc. Mr. Keller told her that he had just come from teaching an AGC class.

He feels we need to better advertise our classes – the other things that we are doing as a benefit.

(Soft skills training) Mr. Tibbetts speaks on the mechanical side says that his company is not a member of ABC any more but they support their classes as a Mechanical Contractor. Owners are paying them to go to training rather than them doing it on their own time. We still need soft skills training that is not being offered.

Kirk Adams agrees with Mr. Tibbetts and says different priorities for different contractors. Chris Shifflett feels that soft skills is something to really work on.
Rob Kerr says that they get the young guys (Millennials) in the door but can’t keep them. They don’t have the work ethic. Mr. Tolle echoed that comment.

David Turner said that perhaps this is something AGC can try and work on. Mrs. Rheinhart said she doesn’t feel that they will change that they think their mindset is a good work ethic. She feels that we may need to work with it and come to terms and meet in the middle. The new norm will be a job of 5 years. (See pre-board article on working with Millennials).

Mr. Bowman says the value of the association in the YCL classes should push and challenge each other. The thing that will attract more members is to continue to increase WFD activities and professional networking.

(Advocacy) Anthony Smith said that when he pitches membership using the legislative part he says that non-members take the attitude that Legislative Advocacy is going to happen regardless if I am a member or not. He said if more were members it would be more impactful.

Mr. Keller said that we need to start advertising our success with the legislative part and we could then use this as a big hook for membership.

Mr. Abidin feel that the Legislative Advocacy is more of an “older” issue and we should be doing a press release come from the state and the local districts.

Mr. Lee said that he plans to focus on what we do next year – Advocacy in 2018. We need to toot our own horn.

(Marketing) Mr. Veith said that in Tidewater has a PR person that handles their Facebook page and advertises even as far out as Richmond. She is a volunteer from a Public Relations firm.

(Associate Members) Mr. Gupton said that we left off Suppliers – they are our largest group of members. The networking is great and has been great for his company. We need to find something to offer them in addition to the networking. He wants to make sure that we recognize the largest part of our membership.
Ms. Reinhart said that we have something we are looking at where members can put out and advertise what they need specifically employee wise – Tradecrews.com.

(Culture shift) Mr. Bowman transitioned to the next phase of the meeting stating that we need to be an outward looking organization and not an inward looking organization. We need to look at what we have, we are 90 + Years old – we need to look at Staff for a specialty. What does our organization look like going forward? He feels that we need to look forward as to what is most important and valuable to our members – is it having DM’s having a specialty? Do we need to have more events that are geared around WFD? Do we need to have more oyster events in November or events at trade schools? Where are we looking? This topic came up at one of our District Officer meetings. He said that what he has hear today that we do not seem to have enough bodies to cover all that we need to do.

Mr. Gupton said that we need to change our culture to an extent. We don’t necessarily need to give up the core networking, but we need to become more professional. He suggested maybe we have a Town Hall type meeting with our members and ask them to say what they want.

Mr. Keller said that in a lot of associations the employee joins as opposed to the company. Perhaps we need to consider having an “Employee Member” category to bring in more revenue because some of the things that have been discussed cost a lot more money than we have and we can’t raise the dues much more.

(VCIEF Engagement) Ed Stelter asked about the VCIEF scholarship. Mr. Lee said we have not advertised the VCIEF scholarship in the last few years because we find out they get the scholarship and then leave the industry. Mr. Stelter said that we need to push scholarships go to trade school students. Mr. Smith asked how much interaction do we have with these kids that get scholarships – we should track our investment.

Mr. Tibbetts said he has worked with VCIEF for over 10 years and at one time we were giving scholarships to college bound kids. We got some feedback from different districts saying that we don’t see the benefit to us as our kids are not getting them. So they turned to trade schools but then we had to compete with the residential students.
Mr. Lee said that they last few years VCIEF has focused more on projects with specific groups such as the Tiny House in Charlottesville, trade schools and it has been one of the main source for seed money for the initiative with ABC –Building VA Partnership -- going towards workforce development.

Mr. Lee also says we have been fostering that relationship with the SkillsUSA – some of the districts have given money to the students going to the National SkillsUSA contest.

Mr. Abidin said we need to have a website that we can put out in front of parents the amount of money their child could make in different careers. Like an electrician can make $52 an hour. The trade school/training they would need for various schools.

Mr. Bowman said clearly this is a major interest in WFD so do we need to make a major commitment in getting to the main events such as SkillsUSA Carpentry Contest – get us in these events. Tripp Smith said we need Marketing, Networking and PR.

(Marketing, Networking & PR) Mr. Bowman said if we look at our staff – we have 4 of them they are managing the districts but each have other rolls – do we have a lot of duplicate efforts doing the same thing over and over or do we need to figure out how to change this? How do we align resources in order to deal with this?

(Programs & Events) How do we take our events from being internally focused to have an event to auction off the tiny house in Charlottesville and highlight this and that this is the thing hitting the news and not a sit down dinner at the country club? How do we direct our staff to highlight awareness of the things we do in our industry.

Mr. Dixon said that one of the things we are working on is partnering with other construction pros – architects and engineers. We need feedback from you all as to what you want us to do.

Mr. Smith said that it sounds that the conversation is taking staff to be centralized and making them more specialized. As a smaller district he is not really in favor because then we lose our direct access. The staff then becomes more of a state staff. He likes and sees a need to having that personal touch.
Mr. Bowman said we need to do a better job of advertise the events like the Brewfest, Canstruction, The Science Museum. If we advertise better than we can all attend these statewide. Mr. Anthony Smith said that if you go to the website calendar it is color coded by event – is that a good thing or does it look segregated so that our members will not venture into other districts as they can.

(Marketing of AGC) Mr. Trip Smith said that he checks his personal e-mail the things he will see are ads for the Gov’r race, various companies on the page that I check my MEB e-mail on. A lot of people do not watch regular tv anymore. So utilizing web advertising may capture more people. We need to get Millennials in the room to these meetings so we can find out how to get the word out – what works?

Mr. Barbier said the PR and Marketing is us talking about the events and training that we do that is focused at our membership and outwardly to other businesses in each of our districts that are potential members. Is there a need to look at the current way that we operate districts – we have a staff member that does WFD, is there a staff member that is really good at events, PR and Marketing.

Mr. Bowman said that Mr. Lee will be heading up a task force as a part of the Strategic Planning. If you would like to be a part of this task force please reach out to Robert or Gordon. Mr. Barbier said that we have a need for better marketing, need for workforce development as far as getting the kids, also have a separate type of workforce development that is training, operational setting up events.

Mr. Veith said that he is asked all the time why are you all so successful with the Poker Run? He said that they have a person (Mary) that is on their Executive Committee and she sends out teasers on their Facebook page, etc. All events are sold out in Tidewater Mary sends out communication to the members constantly. (Mary is with a PR firm). Mr. Turner said that PR is really important and that possibly the PR person could possibly be someone form the Young Leaders group. Mr. Veith said that Mary just did a 2 hour seminar for an MB class at Regent University as to how to use social media to its best.

(Staff’s Comments) Mr. Bowman asked for Staff’s thoughts. Mr. Moyers said that in the Tidewater/Peninsula district has structured themselves with the younger folks coming in – the ability to see down
the road and structured accordingly, the advertising they have two people who take care of all of this – Mary, her company is Digital marketing Consultants – she would be more than willing to come and do a seminar for all of us.

Mr. Abidin said that we should maybe have Mary with Digital Marketing Consultants come in and talk with us all about this.

Mr. Moyers said that you have an advantage in a large district he felt that any staff centralization especially in our small districts is going to hurt. Mr. Anthony Smith agreed completely. Mr. Bowman said that yes and no that maybe there should be a Signature event for the district. He sensed a frustration with our DM’s that they are doing the same thing that the fall event may be the same thing in the spring just named different. He felt it would be better to have fewer events but maybe a Signature event and then smaller events. Mr. Bowman asked for Staff thoughts. Jenny Stadheim said that in her districts that they were planning to have more content in some of their events but other than that they are happy with what they have going on.

Mr. Veith said that every event has a life expectancy. Change it up a bit, change the venue, etc. Social Media is where you need to do most of your advertising. Mr. Tripp Smith said he feels that putting it in the news as well is important.

Missy Gupton said we need to take a look at the attendance in the events – the numbers will tell you a lot about what the members want (127 at a pig & oyster roast vs. 4 on workforce development). If you send them a survey they are not going to fill it out. Mr. Stelter said that your attendance is your survey.

Ms. Gupton said there has to be a really good balance of what we do as a district. As to what we do as employees we do spend a lot of time looking for Food Trucks, etc. We can’t always count on our volunteers to do what they said they would. Please just let us do our jobs. We need you all to tell us in October this is what we are thinking for the calendar year. She said if you all would let us tell you this event wasn’t good listen to us – if we have to beg people to come then this is not a good event. We don’t want to have to cancel events, call the guest speaker that it is canceled that is bad and it looks bad on us.
Mr. Bowman said what is going to benefit the association more – look around the room – the baby boomers are not going to be here in 10 years – we need to engage the younger members.

Mr. Abidin said he is impressed with the YL of Tidewater District and would love to hear all about their successes outside of this room. Mr. Barbier said that the Richmond YL are tasked with three events. They keep their own finances, they meet every month and they are the ones that put on the Pig and Oyster Roast.

Mr. Gupton said that the smaller districts have more trouble because they may only have a few to attend. Chris Shifflett said that they young leader he had a conversation with said that they go out to dinner and have a few beers and that is it. A guideline of what is expected of the YCL would be beneficial. Mr. Turner said that Taylor Brannon in their Richmond YLs has been a champion of their YCL. That is what the districts need. He said that Taylor would likely come to other districts to hear their success.

Mr. Bowman said that they need to go into Executive Session and their time is limited there has been great conversation today, thank you.

Mr. Dixon asked that each district have at least one person on the task force from each district and even a YL would be good too.

Adjourned 11:41 a.m.

4. **Executive Session and Adjournment**

   Executive Session: Chairman Bowman called for Executive Session. The Executive Session adjourned at **12:15 PM.**